

# Optimize YouTube Ads with Trending Negative Keywords

Improving Targeting by Excluding Trending Negative  
Keywords in YouTube Ads



## What are trending negative keywords in YouTube Advertising?

Negative keywords are specific words or phrases designated during campaign setup to ensure your ads don't appear when these words or phrases are searched.

## How does it work?

You can include up to 5,000 negative keywords on your exclusion list. This strategic approach involves keeping your list updated with emerging news and current events, making sure your ads steer clear of undesired placements.

## How To Identify Trending Negative Keywords

Identify the most relevant trending negative keywords for YouTube ads based on search queries

Predict upcoming trending negative keywords for YouTube ads with AI tools and analytics



# FAQs: Advantages Of Implementing YouTube Ad Negative Keyword List

**Q: How does incorporating a trending negative keyword list in YouTube ads contribute to brand suitability?**

It proactively protects the brand image by steering ads away from potentially controversial or negative trending topics, preventing unwanted associations.

**Q: What are the key benefits of steering YouTube ads away from potentially controversial or negative trending topics?**

It ensures brand suitability, preventing unwanted associations and maintaining a positive brand image.

**Q: How does Strike Social actively optimize YouTube ads by using trending negative keywords?**

Strike Social aims to optimize YouTube ads by actively excluding trending negative keywords, ensuring that each campaign aligns with safe, suitable content and the brand's unique identity.

**Q: What are the recommendations for efficiently managing a trending negative keyword list in YouTube ads?**

Stay updated on trends, use broad match modifiers to capture variations, and monitor campaign metrics to ensure ongoing relevance and effectiveness of the trending negative keyword list.

**Q: How can broad match modifiers enhance the effectiveness of a trending negative keyword list in YouTube ads?**

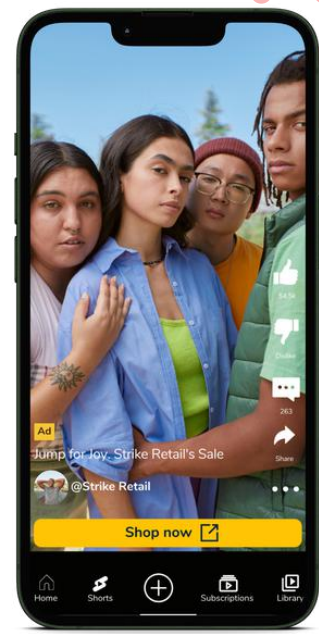
Broad match modifiers help capture variations and potential misspellings of target terms, providing more comprehensive protection against unintended content associations in YouTube ads.

**Q: How does incorporating a trending negative keywords list proactively defend against inadvertent ad placements?**

By establishing a proactive defense, subsequent campaigns or ads won't inadvertently appear alongside identified trending negative keywords, reducing the risk to campaigns during specific periods.

**Click the next page for Content Theme Exclusion →**

# FAQs About: **YouTube Content Theme Exclusions**



**80%** higher CPMs for video campaigns with strategic use of content theme exclusions

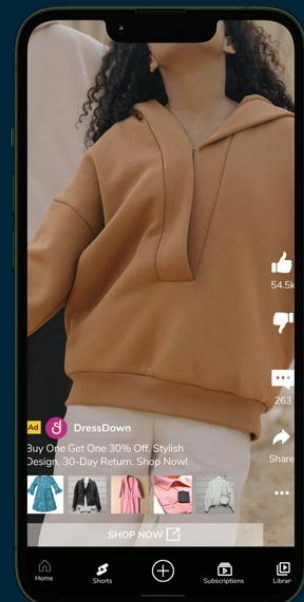
## **What Are YouTube Content Theme Exclusions**

YouTube content theme exclusions are your shield against content misalignment.

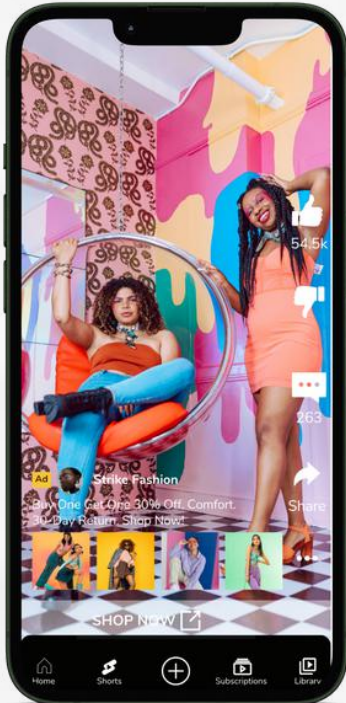
They prevent your ads from being displayed alongside specific themes that may not resonate with your brand identity.

## **How YouTube Content Exclusions Affect Ad Reach and Performance**

Brand suitability doesn't just impact your brand image; it significantly influences your ad campaigns' reach and performance.



# How to Set YouTube Content Theme Exclusions



01

In your Google Ads account, locate and click the Tools icon.

02

Click Content Suitability

03

The complete list of YouTube content exclusions can be found on the next screen

04

To skip to the YouTube content theme exclusions, click on Excluded content themes.

05

Select the YouTube content themes you want your ads to be excluded from

06

Click Save

## Why You Should Apply YouTube Content Theme Exclusions To Your Ad Campaigns

### Targeted Audience Reach

Enhance targeting accuracy by excluding irrelevant themes.

### Control over Ad Placement

Maximizing views at a lower cost, strategically placing video ads where they perform best.

### Enhanced Brand Suitability

Safeguard your brand by avoiding association with inappropriate or harmful content



# YouTube Content Theme Exclusion Option

Content Theme	Description
<b>Family</b>	Content suitable for family viewing, including Made for Kids videos on YouTube.
<b>Games (Fighting)</b>	Video games that simulate hand-to-hand fighting or combat with modern or medieval weapons.
<b>Games (Mature)</b>	Video games featuring mature content, including violence, inappropriate language, or sexual suggestiveness.
<b>Health (Sensitive)</b>	Health content that might be sensitive or upsetting, such as medical procedures, images, and descriptions of various medical conditions.
<b>Health (Source Undetermined)</b>	Health content from less-cited sources on YouTube.
<b>News (Recent)</b>	Recently announced news content, irrespective of themes or people being reported on.
<b>News (Sensitive)</b>	News content that might be sensitive or upsetting, covering crimes, accidents, natural incidents, or commentary on controversial social and political issues.
<b>News (Source Not Featured)</b>	News content from sources not featured on Google News or YouTube News.
<b>Politics</b>	Political content, including statements made by well-known politicians, political elections, or events widely perceived to be political in nature.
<b>Religion</b>	Content with religious themes, encompassing teachings or customs, holy sites, well-known figures, people in religious attire, or religious opinions on social and political issues.

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